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УДК 37: 378

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**БОРБОРДУК АЗИЯДАГЫ БИЛИМ БЕРҮҮ ИЗИЛДӨӨ САЯСАТЫН
БАШКАРУУНУН ЗАМАНБАП КӨЙГӨЙЛӨРҮ: КАЗАКСТАН МЕНЕН
КЫРГЫЗСТАНДЫН ТЕМАТИКАЛЫК ИЗИЛДӨӨСҮ
СОВРЕМЕННЫЕ ПРОБЛЕМЫ УПРАВЛЕНИЯ ОБРАЗОВАТЕЛЬНОЙ
ИССЛЕДОВАТЕЛЬСКОЙ ПОЛИТИКОЙ В ЦЕНТРАЛЬНОЙ АЗИИ:
ТЕМАТИЧЕСКОЕ ИССЛЕДОВАНИЕ КАЗАХСТАНА И КЫРГЫЗСТАНА
MODERN ISSUES OF EDUCATION RESEARCH POLICY MANAGEMENT
IN CENTRAL ASIA: CASE STUDY KAZAKHSTAN AND KYRGYZSTAN**

Аннотация: Жогорку билимдүү адистер, айрыкча менеджерлер башкаруу процессин изилдөөгө, уюштурууга жана анын натыйжалуулугун жогорулатууга, "Менеджмент" деген негизги теориялык түшүнүктөрдү өздөштүрүүгө, мазмунун, практиканын зарылдыгын туура түшүнүүгө жана иш жүзүндө колдонууга даяр болууга мүмкүнчүлүк алышат. Заманбап

жогорку билимдүү адистерди даярдоо тутумунда туруктуу тенденциялардын бири-окуу пландарын иштеп чыгуу жана стандарттарга жаңы сабактарды киргизүү. Акыркы жылдары Экономика адистерин даярдоо процессинде мындай тенденциялар байкалууда. Мындай болуу акылга сыярлык. Жалпы адистерди даярдоо жана окутуу процесси динамизм менен мүнөздөлөт. Анын себеби-коомдун адистерге болгон талабы дайыма өзгөрүп турат, отур. Демек, адистештирилген предметтердин сапаты канааттандырылышы керек болгон суроо-талап менен бирдей. Анын негизги өзгөчөлүктөрү-бул болжолдоодо, максатка умтулууда, стратегиялык программаларда, байланышпа келечекти аныктоодо колдонулат.

Аннотация: Специалисты с высшим образованием, особенно менеджеры, имеют возможность изучать процесс управления, организовывать и повышать его эффективность, обязательно владеть основными теоретическими понятиями "Менеджмент", правильно понимать содержание, необходимость практики, а на практике должны быть готовы к использованию. В системе подготовки специалистов с современным высшим образованием одной из постоянных тенденций является разработка учебных планов и внедрение новых дисциплин в стандарты. В последние годы такие тенденции в процессе подготовки специалистов-экономистов наблюдаются. Это вполне разумно, чтобы быть таким. Подготовка специалистов общего профиля и процесс обучения характеризуются динамизмом. Причина его - спрос общества на профессионалов постоянно меняется, садитесь. Следовательно, качество специализированных предметов такое же, как и спрос, который должен быть удовлетворен. Его основные особенности заключаются - в том, что он применяется для прогнозирования, в склонности к цели, стратегическим программам, в определении будущего в общении.

Abstract. Specialists with higher education, especially managers, have the opportunity to study the management process to organize and improve its effectiveness, be sure to Basic theoretical concepts of " Management", correctly understand the content, the need for practice, and in practice must be ready to use. In the system of training specialists with modern higher education one of the ongoing trends is the development of training plans and introduction of new disciplines into the standards. In recent years, such trends in the process of training economic specialists observed. It is quite reasonable to be so. Training of general specialists and the learning process is characterized by dynamism. Reason for him -the demand of society for professionals is constantly changing sit down. Therefore, the quality of specialized subjects is the same the demand must be met. Its main features are - in the fact that it is applied to forecasting, in the inclination to the goal, strategic programs in determining the future in communication.

Негизги сөздөр: Саясат, экономика, өнүгүү, билим берүү, тенденциялар, мамилелер

Ключевые слова: политика, экономика, развитие, образование, тенденции, подходы

Key words: policy, economy, development, education, trends, approaches

Introduction. Market economy theory market economy it is designed to explain the basics of the functioning of the system and its importance. This system exists in all developed countries. Only in countries belonging to the former socialist system did not exist.

Functioning of the market economy in modern conditions the main problem is. One of the key issues is the category of equilibrium of various competing forces. This balance creates an opportunity for development, that is, it prevents monopolism.

In this regard, he expressed the following opinion: in practical life we not only meet competition, monopolism, their contradiction, but also observe their synthesis (accumulation).

Monopoly creates competition, competition-monopoly. Therefore, the essence of synthesis is that in order to be a monopoly, to be maintained, it is constantly in a competitive struggle must be [1].

It is advisable to know the essence and levels of management teaching in the system of the general theory of economic development.

Management-various naturally organized functions (biological, social, technical). They are known as ensures the safety of structures, implements programs and interests.

Management includes many branches of Science - Management, the study of economics, psychology, sociology, political science, philosophy, cybernetics, etc.is a subject [2].

Management theory as an independent field of knowledge can only develop as an interdisciplinary system.

To establish two levels of knowledge in modern management science will. The first level is reflected in social theories:

"The social revolution of managers, business knowledge of the second level is practically applicable organizational and management theories. This level provides a scientific and methodological basis for the recommendations that are used to clarify and in practice. He offers the following:

- further development of effective labor organization and management;
- argumentation and analysis of managerial decisions;
- the use of new methods in influencing the socio-psychological behavior of workers and employees [3].

One of the well - known branches of the general theory of economic development is the theory of management (management). By general definition,

Management is the science of effective enterprise management.

This is a doctrine that is part of science:

- rules on the organization of the enterprise;
- on its strategic development;
- selection of employees (sociological aspect);
- a way to coordinate their work (the sociological part).

According to foreign scientists, effective management there are several distinctive features.

They are:

- aim for quick action and encouragement (time order);
- constant contact with customers;
- support for the freedom of persons engaged in entrepreneurship;
- look at the human factor as the main force to increase production efficiency and labor productivity;
- simplicity of management forms, a smaller management staff, etc.

Management theory is a set of categories that determine the essence, content and features of management [4].

The formation of a market economy as a single system is the result of the emergence on its own basis of Public Regulation of the competitive behavior of economic entities. They are a guarantee of ensuring the freedom of economic activity of each subject. Individual economic entities only relying on such guarantees will not allow the entire economy to monopolize. All actions should be implemented on the basis of taking into account the objective incentives of the subjects of economic relations [5].

There is an even more scientific definition of management theory.

For example: management theory is a collection of theoretical conditions for the representation, interpretation and prediction of objective phenomena in management [6].

The object of study of this theory is socio-economic

system. The main content of management activities is the development of future processes forecasting, organization, control, coordination, regulation, research.

One of the characteristic features of this is that people work together the purpose of the activity.

The concept of management from the general theory of management causes.

Management-based on the conditions of a market economy and the type of management that best suits the needs. Management it should be understood as management at the lowest level. Production, enterprises, non-production industries are the most commonly used of it level. The most important function of management is that it provides accurate production management, organization and forecasting of the future, influence [7].

From such theoretical foundations, it follows that the market at the present stage features of the economy are determined:

1. stable, long-term, intersectoral and interregional creation of a common single-ditch space based on connections.

He also noted that with the spread of diversification processes (diversification of products and production

- change, improve product quality, improve advanced technology use process).

2.the ratio of increasing consumption and expanding supply.

3. from price approaches to non-price approaches to competition be high.

4. regulators compete in the Social direction of the economy ability to resolve conflicts between groups does.

5. Law and economic centralization, Homeland commodity regulation of competitive relations in the market (State Fair do not allow competition; adopt special laws prevention of monopolism in the economy by monopolists restrictions on the establishment of dominance and the development of the Republic's economy centralization).

6. competition in the commodity market of any citizen give access to a wide range of access options. The main channel of penetration into this – forms of ownership.

Another feature of a market economy is different implementation of integration processes. This is integration processes will have the following new properties:

- marketing system (based on competition and its as a result, it turns out). This is actually production and consumption the main mechanism of integration of production and consumption, that is, it the connecting link between;

- a system that affects the employment of the population (it competition between enterprises and hired workers, at the same time, among hired workers it also appears through competition);

- a system for regulating the forms of Organization of production. He is different competition between privateers and the different conditions of production in principle, it will appear. They will be democratic in nature and hired workers from the means of production and it makes it easier to move away from hired labor.

The main function of economic theory is to protect managers make the right decision. About

the work of the firm collecting data in a continuous way, because without them it is the right decision it is impossible to accept [8].

The main prerequisites of the market system are determined by the market the classic of Economics was proved and proposed by A. Smith.

The basic principles of proper functioning of a market economy the prerequisites are as follows:

- free competition;
- authority of the privateer;
- restriction of different monopolies;
- free trade;
- non-encroachment of the state on the economy.

As a theoretical prerequisite for the functioning of the market system due to its nature of free production, the role of the market and the role of the state "I don't know," he said. In the opinion of A. Smith the desire of people to improve their own well-being is a very strong enthusiasm [9].

If they are given the opportunity to work without any obstacles, there they would bring society to prosperity.

Discussion. Managerial activity in education I one of the main form of managerial activity.

integrity in life-long built-in power and their development it has an interdisciplinary and integrated character, which is clearly expressed in its orientation. This is is the statement of a relatively independent educational science it's not the way to close and be close, but rather educational a necessary condition for logical interaction with complex disciplines of science for example:

In the scientific literature, the concepts of "education" and "management the lack of a single approach to the definition of a new category "education the concept of" management " also includes a wide range of author's positions came.

Education as a sphere of life of society has many social related to the activities of organizations, social organizations in its institutions here are all the ymptom of tructure, it I a ocial management and knowledge of all the basic laws and principles of management allows you to expand. The laws of general management of social systems not only that, but also special patterns are revealed, which, in turn, are leads to the revival of all the cargo of social management.

These are domestic and foreign scientific and pedagogical publications actively conducted on the pages and various international forums from discussions on the problems of Education Management it seems obvious. These discussions are held by representatives of different countries of the world shows a different view of Educational Management with scientists [10].

It should be noted that a number of authors are "educational management" "management of the education system (educational institutions)" it is considered synonymous with the concept of: Educational Management-a university or professional management of the education system;

the formation of each educational institution, links and the system as a whole, activities to ensure optimal functioning; education management – to ensure the quality implementation of educational activities, principles, methods aimed at ensuring a guaranteed standard of living, a system of technological management approaches.

Theoretical foundations of a new direction in domestic and foreign pedagogy prerequisites Western and Eastern Europe in the second half of the twentieth century in the theory of Education Management, which received rapid development in their countries [11].

Conclusion. Educational management as a separate industry science in many parts of the world developing in education systems. Training of educational managers scientific and methodological support of the educational process in developed countries consideration of foreign practices also does not cancel the importance. Each country in addition to its own experience, it can compare the experience of developed countries at different times the main goal of the project is to create a favorable environment for the development of the industry.

It has a beneficial effect on development. Management in almost all developed countries special attention is paid to the training of managers. Educational Management a separate part of the actively developed science in many educational systems in the world industry [12].

In the XXI century, educational management has developed practically all over the world received a new impetus. Thus, studies on management are currently development of Educational Management, which has become an independent field of professional activity became the beginning, unfortunately, even in the domestic system of Higher School, in general, the post-Soviet higher education space also has enough not formalized. In the modern socio-cultural context, many in European countries, the role of Educational Management is growing significantly, which the European educational space, which meets the requirements of the time and is unified contributes to the formation of an optimal search engine for training specialists updates.

Educational Management-personal, industrial, social, cultural and management of the organizational learning process in various aspects. This is market-oriented, effective in solving non-standard situations educational activities of the individual, organizations and communication process that works according to the needs of enterprises.

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